

Introducing the New Nonemployer Statistics by Demographics Series (NES-D)

Respondent Comments

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Census Scientific Advisory Committee – 2021 Spring Virtual Meeting

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Background

- There is tremendous public interest and value in understanding the nonemployer business economy and how it is changing.
 - e.g. significant public discourse, legislation, and litigation around the gig economy.
- NES-D is an opportunity to help the discourse be rooted in sound data.
- Nonemployer businesses may be **early adopters** of new types of economic activities, and may experience rapid expansion into these new activities.
 - **Industry:** e.g. sharing economy, online skills marketplaces, monetized online content creation.
 - **Financing:** e.g. crowdfunding, equity crowdfunding, micro-loans.
- That creates an interesting tension / opportunity with NES-D as a series derived from existing records. How well do the data and data taxonomies of other surveys capture the nonemployer universe and its distinct characteristics?
- Nonemployer business data holds an opportunity to make visible and highlight early adopter activities, and to help them be salient in broader Census discussion around adapting methodologies and taxonomies to keep pace with our rapidly-changing economy.

Questions from presenters

- Plans to improve/enhance NES-D --increase geo & industry detail, decrease dissemination lag, expand number & scope of nonemployers characteristics leveraging AR, etc.... but cannot implement everything at the same time because of limited resources....
 - How would you use enhanced NES-D data? How would you prioritize?
- **Stakeholders' support** is strong but requires negotiations with multiple stakeholders with different interests & priorities in a given year....
 - Are there strategies for addressing different requests equitably given limited resources?
- **Some loss of content on items hard or infeasible to obtain through AR (e.g., sources of business financing)**
 - What are potential strategies to obtain that type of info?

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- Plans to improve/enhance NES-D --increase geo & industry detail, decrease dissemination lag, expand number & scope of nonemployers characteristics leveraging AR, etc.... but cannot implement everything at the same time because of limited resources....
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- **Stakeholders' support** is strong but requires negotiations with multiple stakeholders with different interests & priorities in a given year....
 - Are there strategies for addressing different requests equitably given limited resources?
- To facilitate prioritization and stakeholder management, it may be helpful to articulate:
 - Current and anticipated categories of stakeholders for NES-D.
 - Current and anticipated categories of consumers / use cases for NES-D data.
 - Anticipated impact from potential NES-D enhancements.
- That articulation may help distill the largest themes in consumer and stakeholder priorities, and distill the enhancements with greatest potential impact, to guide NES-D priorities with transparency.

Questions from presenters

- **Some loss of content on items hard or infeasible to obtain through AR (e.g., sources of business financing)**
 - What are potential strategies to obtain that type of info?
- What are the limits on data acquisition for NES-D (e.g. will NES-D, long-term, be scoped to synthesizing AR and census data)?
- Regarding business financing specifically:
 - Is there an existing standardized taxonomy of business financing activities?
 - e.g. in a nonemployer business context: does financing include use of personal savings, informal loans from friends and family?
 - A comprehensive taxonomy of business financing activities may inform what strategies are possible for obtaining financing data for nonemployer businesses.

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Thank you!

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